

Multi-Channel Commerce Report

Aggregated from 2,944 orders placed between July–September 2026 at Markapia, a multi-brand fashion retailer running on Bulutegra. The aim is to put numbers on what actually happens across a selling day.

2,944

orders analysed
July–September
2026

20%

of orders arrive
22:00–01:00

84%

of orders hold one
item

3.5%

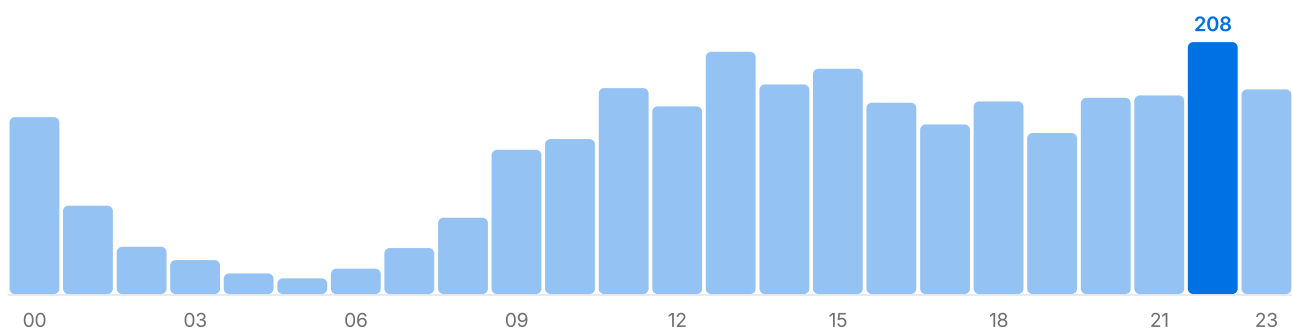
cancellation rate

When do orders arrive?

Order flow peaks twice a day: mid-afternoon and late at night. The busiest hour is 22:00 with 208 orders, and the four hours between 22:00 and 01:00 carry 20% of all orders.

Two operational consequences follow. Orders placed overnight can only ship the next morning if the order transfer runs overnight too. And a setup that refreshes stock and prices only during office hours serves a quarter of its orders on stale numbers.

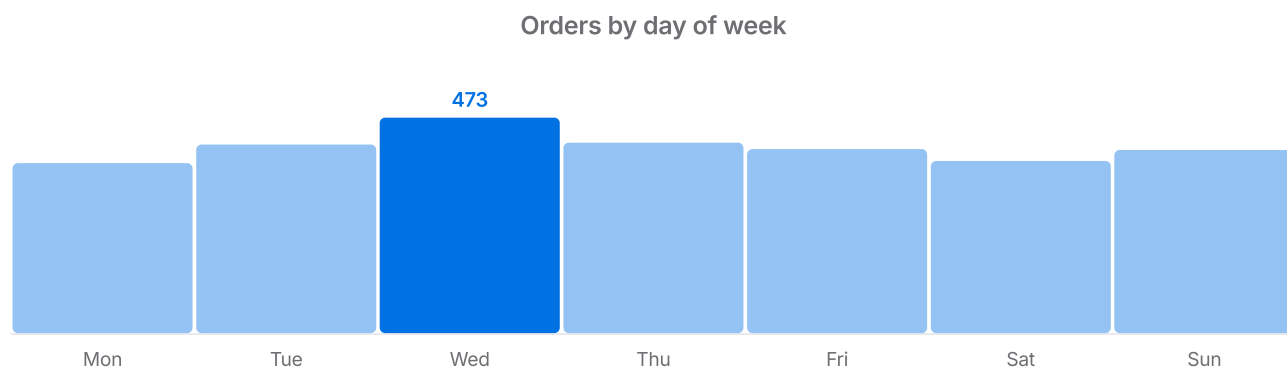
Orders by hour of day



The week is almost flat

There is less variation between days than most planning assumes. The busiest day is Wed with 473 orders, only 21% above the quietest. There is no weekend dip: Saturday and Sunday sit in the same band as weekdays.

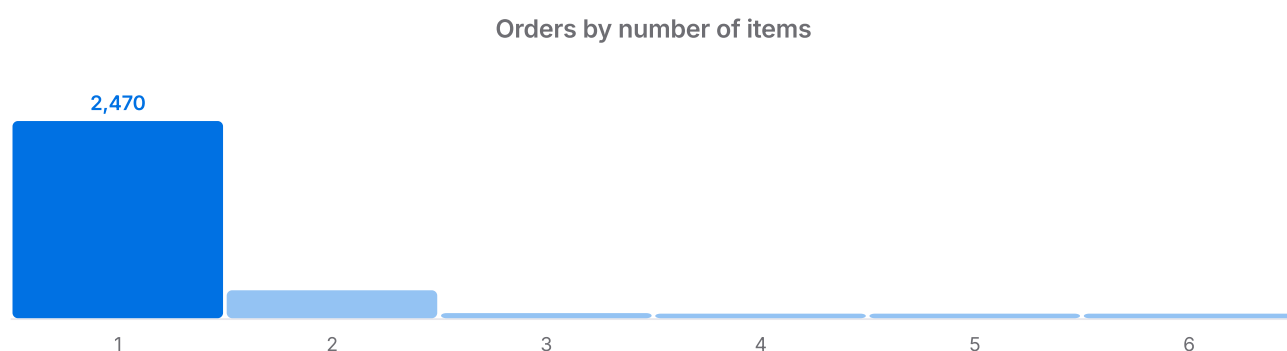
In practice, running a marketplace operation as a weekday job pushes roughly a third of the volume into the next working day.



Basket: eight in ten orders hold a single item

84% of orders contain one item, and the average basket is 1.23 items. The average order value is 741 TRY against a median of 526 TRY, so a small number of large orders pulls the average up.

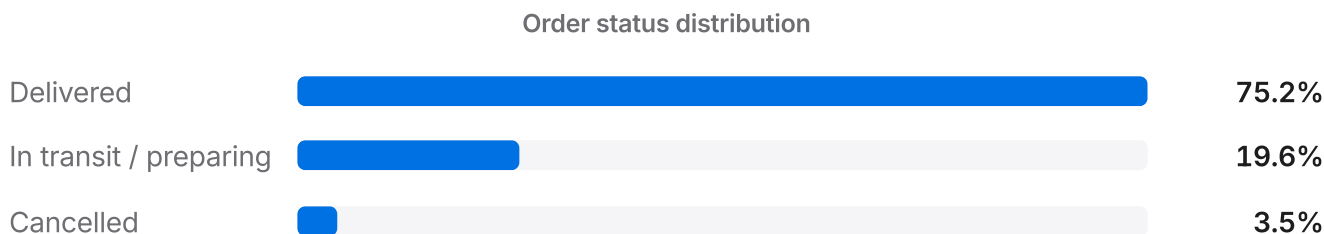
A single-item basket means shipping cost lands on every order. In that shape, profitability is driven by contribution per item and the return rate, not by volume.



How do orders end?

Within the observation window 75.2% of orders were delivered, 19.6% were still in transit or being prepared, and 3.5% were cancelled.

Return rates cannot be read from this data: a return is opened days after delivery, so orders near the end of the window have not had time to generate one. That is why no return percentage is published here. Cancellations happen close to the order itself and are measurable.



The remaining 1.6% are orders with a return in progress. They have not matured and should not be read as a rate.

How available are the channels?

Channel connections were polled 7,830 times over the same period and 1.1% of those calls returned an error. The average response time was 1,290 milliseconds.

The error share looks small, but a single silent outage means lost sales until somebody notices. A setup that does not watch each channel's last successful run learns about that slice from customer complaints.

Method. The data is aggregated from 2,944 orders placed between 2026-07-04 and 2026-09-07 at Markapia, a multi-brand fashion retailer running on Bulutegra. No personal data, customer information or per-product sales figures were used, and channel breakdowns and commission rates are withheld for commercial reasons. Because the numbers come from a single operation they do not represent the Turkish marketplace total, and the category mix is apparel-heavy. The report is refreshed quarterly.

Every number here comes from data already visible in the Bulutegra panel. If you would like to see the same breakdowns for your own operation, we will send you demo access.

[Download the report as PDF >](#)